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Inside Information

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OUTLOOK CONFERENCE SET TO BEGIN NOV. 29

USDA's 59th agricultural outlook conference will be held in Washington, D.C., from Nov. 29 through Dec. 1, according to Sally Michael, conference director and information head for USDA's World Agricultural Outlook Board.

She says featured sessions at "Outlook '83" will cover a variety of agricultural prospects and policy viewpoints, including an assessment of U.S. and world economic conditions, overall trade policy issues and prospects, agribusiness conditions and adjustments, marketing and risk, and a variety of other topics of key concern to the agricultural sector.

"Outlook '83" is expected to attract about 1,500 persons representing all segments of the food and fiber industry, universities, foreign nations and other federal and state agencies. While there is no registration fee, Michael wants to make sure that everyone is aware of a charge for the conference proceedings this year. The charge for the proceedings will be \$10.

Anyone wanting a copy of the proceedings should get in touch with Michael.

"An exciting feature of Outlook '83 will be a display of electronic technology currently employed to provide USDA information to users in a fast economical way," Michael says.

The display will be set up on Tuesday, Nov. 30, from 9:30 a.m. to around 4:30 p.m., and probably will be on display Wednesday, too.

For further information about "Outlook '83", write to Michael at the World Agricultural Outlook Board, Room 5143-S, U.S. Department of Agriculture, Washington, DC 20250, or call (202) 447-3050.

COSDA ANNUAL MEETING POSTPONED

The annual meeting of Communication Officers of State Departments of Agriculture, scheduled for Oct. 17-19 at Harrisburg, Pa., has been cancelled, according to COSDA president John Nikoloff, press secretary for Pennsylvania Department of Agriculture.

NEBRASKA LOOKING FOR AG COMMUNICATOR

The University of Nebraska has an opening for a news-editorial associate in the Department of Agricultural Communications of the Institute of Agriculture & Natural Resources.

The individual will be a member of the news staff and will report to the news editor, and will be involved in preparing written and photographic material for news media and county Extension Service agents.

Applicants must have a bachelor's degree in news-editorial journalism, although a master's degree is preferred. A minimum of three years of full time experience in news-editorial operations of a newspaper or magazine is required.

Deadline for applications is Nov. 1.

Submit letter of application, resume, transcript, three references and examples of news-editorial and photographic materials to the News Editorial Search Committee, Department of Agricultural Communications, Institute of Agriculture & Natural Resources, Univ. of Nebraska, Lincoln, NE 68583-0918.

For further information, contact Dick Fleming, Head, Dept. of Agricultural Communications, at (402) 472-2991.

KANSAS TELECONFERENCE A SUCCESS

Early indications are that a recent agricultural marketing and management teleconference sponsored by the Kansas Cooperative Extension Service was an overwhelming success.

Gary Vacin, Kansas State University's Extension information head, says both county extension agents and other participants--mostly farmers and a few bankers and agribusinessmen--were pleased with the first-of-its-kind teleconference.

More than 640 persons gathered at 35 locations across the state Oct. 4 to hear a panel of K-State Extension economists discuss the outlook, marketing and management implications for livestock and grain products.

Most of those attending said they heard about the event from their county agent (letter, newsletter, telephone call, etc.). Most felt the Extension Service should present teleconferences on other topics like crop production, pest problems and control, finance, and livestock operations.

One of the Kansas Extension economists is planning a series of monthly teleconferences involving specialists from other departments at K-State.

Anyone wanting additional information should contact Vacin, Dialcom electronic mailbox AGS900, or write to him at 129 Umberger Hall, Kansas State University, Manhattan, KS 66506, or call (913) 532-5804.

ACE FUTURE WAVES "TIDEMARKS" PUBLISHED

All members of Agricultural Communicators in Education (ACE) have received a 12-page tabloid reporting results, in words and pictures, of last July's annual conference at Biloxi, Miss.

The tabloid, entitled "Future Waves TIDEMARKS," gives feedback to those ACE members who could not attend the annual meeting and provides notes to those who went but could not attend all concurrent sessions.

An ACE member was assigned to cover and report on each session, under the direction of Randall Cofer, University of Georgia, and Jerry Rogers, North Carolina State University. The tabloid was designed, edited and printed by the Auburn University Extension information staff.

INSPECTOR GENERAL GETS COMMUNICATOR

USDA's Office of Inspector General now has a public affairs specialist for the first time, with the naming of Dale Burman as assistant to the inspector general for public and legislative affairs.

Before taking his new assignment, Burman served for nearly two years as a public affairs specialist in USDA's Office of Governmental & Public Affairs.

Burman has worked with public opinion analyst Samuel Lubell, the CHRISTIAN SCIENCE MONITOR and Rep. Paul Findley of Illinois (and member of the House Agricultural Committee).

He also spent several years as a political science professor.

OIG conducts audits and investigations related to USDA programs. As one example, OIG investigations led to more than 1,100 indictments and arrests the past fiscal year--more than 900 in connection with food stamp program fraud.

Burman says he is ready to assist other journalists with information about OIG operations.

He is located in Room 233-E, U.S. Department of Agriculture, Washington, DC 20250, or he can be reached by calling (202) 447-7564.

CASE CONFERENCE SET FOR BOSTON

"Capitalizing on the new technology in publications and media relations" is the theme of a first-ever conference sponsored by the Council for Advancement & Support of Education (CASE) in Boston, Nov. 17-19.

CASE is bringing together nationally known experts from the media, communications and education to brief those attending on the latest developments.

"Our purpose is not to dazzle you, but to give you practical, 'how-to' help," says the CASE brochure.

In addition to a number of general sessions during the 2-1/2 day seminar, three special half-day workshops on "selecting a word processor," "new world of typesetting technology," and "how to make buying decisions" will be conducted.

Keynote speaker will be Christopher Burns, senior vice president and associate publisher of the Minneapolis STAR & TRIBUNE.

Registration fee for those from CASE member organizations and institutions is \$225; nonmembers \$265.

Room rates at the Copley Plaza Hotel, conference site, will be \$55 for singles, \$65 for double rooms.

Those wanting additional information should contact Nancy Raley at (202) 328-5940 or Ginny Carter Smith at (202) 328-5930, or write to them at CASE, Suite 400, 11 Dupont Circle, Washington, DC 20036.

"AGRICOMP" FOR FARM COMPUTING

Third issue of "AgriComp," a reference periodical for farm computing, has come off the press.

The latest issue has articles on software, grain storage calculations, 4-H by computer, improving your image with word processors and many others, all dealing with the new world of farm minicomputers.

The 44-page periodical is designed as an outlet for farm computer users to tell about their experiences to help other users.

For additional information, write to publisher Brian Waterman or editor Mark Wilsdorf, AgriComp, 1001 East Walnut, Suite 201, Columbia, MO 65201.

VETERAN USDA COMMUNICATOR RETIRES

Sebastian (Flip) Filippone, deputy information director for USDA's Agricultural Marketing Service, has retired after 20 years service with USDA.

Filippone became deputy director of the AMS Information Division when USDA's Packers & Stockyards Administration, where he was information officer, was merged with AMS six years ago.

He had previously served in AMS and its predecessor agency, the Consumer & Marketing Service. He spent a short period working in USDA's News Center.

Filippone came to USDA from United Press International.

NATIONAL MEDIA CONFERENCE SET FOR NEW YORK

The 4th annual "National Media Conference" sponsored by Larimi Communications Associates, Ltd., will be held in New York City's Sheraton Centre Hotel Dec. 7-8.

The conference is billed as an important two-day event to discuss meeting the communications challenge, with emphasis on the tremendous growth of media outlets, the rise of new communications technology and the impact on the public relations industry.

Larimi publishes CONTACTS, TRADE MEDIA NEWS and CABLE HOTLINE newsletters, as well as radio contacts, television contacts, TV News and cable contacts media directories.

Registration fee is \$525. For additional information write to Larimi Communications Associates, Ltd., 151 East 50th Street, New York, NY 10022, or call (212) 935-9262.

PHOTOJOURNALISM SEMINAR SCHEDULED

A five-hour illustrated seminar on photojournalism will be presented in the American Film Institute theater at the John F. Kennedy Center in Washington, D.C., Nov. 6.

The event is sponsored by the Washington Chapter of the Society of Professional Journalists, the White House News Photographers Association, National Academy of Television Arts & Sciences and the American Film Institute.

The seminar is open to members and guests of the four organizations.

Registration fee for the Saturday afternoon event is \$5 for members and \$7.50 for guests.

Telephone reservations will be accepted by Susan Bluttman at 828-4026, but early mail reservations are preferred. Send to Bluttman, Television & Video Service, American Film Institute, Kennedy Center, Washington, DC 20566.

NEW YEARBOOK, "FOOD--FROM FARM TO TABLE"

USDA's 1982 Yearbook of Agriculture, "Food--From Farm to Table," will be released about mid-December. More details will be available later.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments and inquiries should be addressed to Stan W. Prochaska, Assistant Public Affairs Director, Room 458-A, U.S. Department of Agriculture, Washington, DC 20250, to AGR002 on the Dialcom electronic mail system, or call (202) 447-7454.